



[YOUR LOGO HERE]

Be wise when you advertise...

If you're responsible for your company's advertising budget, you'll want to be reassured that the decisions you make are based on accurate, impartial and trusted information.

You'll also want to ensure that the media environments you invest in reflect the quality of the products and services you bring to market.

With this in mind, I'm delighted to share with you that **[TITLE NAME]** has achieved ABC certification for the period **[AUDIT PERIOD]**, reporting an average circulation of **99,999** per issue. You can view their ABC data here: www.abc.org.uk/product/

Our role as an industry funded body is to release data for professionals like yourself to use when selecting and purchasing media. All ABC figures are compiled according to industry agreed standards and audited by us to provide a transparent count of total activity.

You can see what the professional buying community thinks about the importance of ABC figures. In our 2022 media buyer survey, 89% of our 108 respondents said ABC data saves them time they'd otherwise need to spend checking facts. As an advertiser, I'm sure you can relate to this!

Professional buyers use ABC for their advertising decisions because...

- **"ABC represents a source of truth which is critical (for advertisers)"**
Craig Smith, Head of Publishing, GroupM
- **"I rarely trust circulation/readership figures for publications which aren't audited by ABC."**
Rosie Yates, Senior Associate Director, MediaCom

Our logo stands for quality and trust in media, empowering our £31.9 billion industry to trade with confidence. So be sure to use our data, and titles like **[TITLE NAME]** that have invested to provide you with proof of their numbers.

Before you book your next ad campaign, ask for the latest ABC figures – or check them out free of charge at abc.org.uk/data

Best regards,

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www.abc.org.uk

